

## Mini-grant Awards

**Gallatin County WIC** requested funding for Direct Mailing of postcards to target populations in Park County, Gallatin County, and Madison County. A graphic designer was hired to help build a creative, easy to read, and informational postcard. The post card includes income eligibility limits, a QR code for people with smart phones and a website for potential clients to check their eligibility. By using Direct Mailing, Gallatin WIC was able to set target criteria such as pregnant women, single men with children 0-5, single women with children 0-5, and families with children 0-5. The postcard will be sent to target populations to help increase participation.

**Northern Cheyenne WIC** requested funding for incentive bags filled with assorted canned vegetables and different recipes for each vegetable to hand out to clients. This innovative approach will help encourage clients to cook with foods they are not familiar with and boost healthy eating. The agency is handing out these incentive bags to new clients who have not participated in WIC previously, clients that have not received benefits for more than 6 months, mom's bringing in a new baby, and clients that have not picked up their checks in over 2 months. This thoughtful and creative approach will help support WIC clients, encourage healthy eating, and increase participation.

**An Automated Messaging System** is currently being utilized in Missoula County, Gallatin County, Cascade County, and Broadwater County WIC agencies to improve efficiency by eliminating manual staff time spent calling participants about appointments. This will provide staff with more time to devote to outreach efforts to increase participation and improve retention. This automated messaging system, rolled out at the start of February 2013, includes automated texting, calling, and email that will be sent to WIC clients to remind them of appointments and other important news and updates.

We will keep you updated on the progress of these mini-grants throughout the year.